

CITY OF CONCORD

NEW HAMPSHIRE

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ECONOMIC DEVELOPMENT ADVISORY COUNCIL MINUTES SEPTEMBER 7, 2012 7:30 A.M.

The meeting convened at 7:35 A.M. in the City Council Chambers, 37 Green Street, Concord, NH.

PRESENT: Allen Bennett, Tim Bernier, Christopher Carley, Byron Champlin, Walter

Chapin, Mark Coen, Larry Gloekler, Stephen Heavener, Brad Hosmer, John

Hoyt, Jan McClure, Connie Rosemont, and Claudia Walker

ABSENT: Peter Cook, William Norton, Keith Nyhan, and Dan St. Hilaire

STAFF: Carlos P. Baía, Deputy City Manager – Development (left meeting at 7:45 A.M.)

Bev Rafferty, Administrative Assistant

GUEST: Ben Leubsdorf, Concord Monitor

1. MINUTES FROM THE AUGUST 3, 2012 MEETING

Tim Bernier made a motion to accept the minutes as submitted; seconded by Byron Champlin; motion passed unanimously.

2. CONCORD BRANDING INITIATIVE

Byron Champlin gave a brief history of the Creative Concord project established in 2008. He noted that EDAC was a motivator in creating this program through the Greater Concord Chamber of Commerce. One of the goals was to work on identifying Concord.

Mr. Champlin reviewed the book that had been distributed to the EDAC members. He explained that the logo on the front integrates a number of things in Concord. The blue underline under the word "Concord" represents the Merrimack River. Concord is the State Capital and that is value in and of itself. Mr. Champlin overviewed the book and noted the list of assets is fairly impressive for a city of 43,000 people. Creative Concord is playing off the "C", i.e. Creative, Commerce, Community, Capital for its identification. He noted the design is still to come and part of moving this forward is to get the civic organizations to buy into this identification initiative.

Creative Concord is now approaching EDAC and asking for an endorsement of this brand and a recommendation to the City Council that they adopt it and use it and have city agencies introduce it to the business community.

Mark Coen inquired as to what type of logo or identification Concord has now and the Concord Coach was mentioned. There is also a City seal. Concord Group Insurance

Company uses the Concord Coach for their logo. Chairperson Carley noted the idea is to establish a consistent pattern throughout Concord that identifies Concord as a good place to do business, etc.

Stephen Heavener inquired if Creative Concord and the Chamber of Commerce would be the "gatekeeper" and Mr. Champlin noted they would. Chairperson Carley noted it will benefit both the city and private businesses that want to endorse using this on their promotional materials. A hot link may be set up to take people to the Creative Concord page on the Chamber of Commerce web site.

There was some discussion about this raising a concern in the community because it's a change from the Coach. Chairperson Carley noted this could get people's attention afresh.

Mr. Champlin observed that this energizes the city – not just arts and culture. He viewed is as bringing new energy and new entrepreneurship that will escalate the change and desire to locate new business here and keep young people here in this community.

Chairperson Carley indicated that Creative Concord is requesting EDAC recommend to the City Council that they endorse this. Jan McClure noted that she doubted the City Council would endorse this without sending it out to the community first. Stephen Heavener indicated that EDAC's members are representative of several groups within the community and are, therefore, an opinion of the community. Chairperson Carley noted that one of the groups the City Council would ask for input from would be EDAC and they might even charge EDAC to get community opinions.

It was asked why this would need to have the city formally accept or reject it. Mr. Champlin responded that the Creative Concord task force was charged by the city government to create the creative economic plan and the city would develop the creative economy board. Therefore, it was felt that going back to the City Council for approval before going out to the community would be appropriate.

Discussion pursued that other committees do not come back to City Council for every request but Mr. Champlin noted that this is a high profile issue and would like to see the city agencies use this. Creative Concord was not sure that could be done without City Council approval.

It was noted this would not be mandated – use of this brand is just a suggestion – and we would encourage use of this in order to promote a trend in the city. Connie Rosemont indicated economic development costs money and if the city got behind this, it would encourage professional services in the community to use it.

Tim Bernier indicated that EDAC should send this to the City Council with some understanding as to what it is. Mr. Bernier made a motion that EDAC forward to City

Council the Creative Concord branding concept with EDAC's full endorsement; motion seconded by Mark Coen; motion passed unanimously.

3. CREATIVE CONCORD STRATEGIC PLANNING SESSION

Byron Champlin informed EDAC that the Strategic Planning Session of Creative Concord is taking place Wednesday evening. Mr. Champlin noted that this was started through EDAC. He wanted to tell EDAC what has been done and, more importantly, what is planned to come.

Mr. Champlin gave a brief history of the Creative Concord task force. It was started in 2008 to see where the city was and where it was going. The task force hired Craig Dreeszen to act as facilitator. Mr. Dreeszen had reviewed the successes and was pleased to see what has been done. Here is a brief list:

- retained the League of NH Craftsmen here in Concord;
- > creation of the committee as part of the Chamber of Commerce;
- ➤ CATCH's Mennino Place housing units were built to house artists;
- Incubator Space survey completed;
- > Pilot busking program;
- > Artist to artist event:
- Development of this brand;
- ➤ Working with the city and others on the TIGER application to the Department of Transportation;
- ➤ Working in developing an AEP Survey/Americans for the Arts (the survey results will be rolled out in the next few weeks very good figures to present). Mr. Champlin noted this includes economic activity in the arts and only deals with non-profits.

Mr. Dreeszen praised Concord and was impressed. We are one of the few communities he is working with that have most of the community working on the project.

Mr. Champlin noted some of the items to come in the future:

- ➤ Aesthetics of the city;
- > Airports and downtown;
- > Concord redesign:
- ➤ Infrastructure of the downtown/parking;
- ➤ Working with Carlos Baía and city staff to initiate a charrette process for the downtown and particularly improving views of downtown from I-93.
- Revisit the incubator space activity as there is an appetite for incubator space in Concord; need to work on the rental efforts to make this a reality;
- ➤ Work with Steve Duprey on the Abbott-Downing/Concord Coach/Main Street project to be included in the downtown activity;
- ➤ Develop an events calendar, probably on the Chamber's web site, as we need to make information available about what's happening in Concord; it was

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mentioned that Intown Concord does well with this through their e-mail list and Chairperson Carley noted that a lot of people look to the Chamber's web site for events; it was also noted that maintaining a calendar of this nature is a lot of work;

➤ Travel/tourism – this is just in the talking phase right now but we need to make Concord more of a destination – Concord has great potential for this.

Claudia Walker left the meeting at 8:20 A.M.

4. ECONOMIC DEVELOPMENT OBJECTIVES

Chairperson Carley asked everyone to look over the attachments included in the agenda package for this item in preparation for next month's meeting when Carlos Baía will be present to go over it with EDAC. Mr. Carley indicated this review is something that is to be done annually.

5. OTHER BUSINESS

Next meeting: The next meeting of EDAC will be Friday, October 5, 2012. Chairperson Carley will host.

6. ADJOURNMENT

There being no further business and upon a motion duly made and seconded, the meeting adjourned at 8:30 A.M.

Respectfully submitted,

Beverly A. Rafferty Administrative Assistant